



Fremont East Entertainment DISTRICT

Viva Las Vegas!

*I*n 2002, the city of Las Vegas Redevelopment Agency created an entertainment district in the heart of downtown Las Vegas, Fremont East. The Fremont East Entertainment District sits adjacent to the popular tourist attraction, the Fremont Street Experience, and its five-block Viva Vision light-and-sound show, which are visited by millions of tourists each year.

Known for providing live music, the walkable Fremont East area offers an eclectic mixture of bars, clubs and restaurants along Fremont Street from Las Vegas Boulevard to Eighth Street. The district continues one block north of Fremont Street to Ogden Avenue and one block south to Carson Avenue.

In 2007, the Redevelopment Agency contributed \$5.5 million for a major street-scape improvement for the district. These upgrades are maintained by the Fremont East Merchants Association.

Business owners opening shop in the Fremont East Entertainment District will be interested to know that the Redevelopment Agency offers financial inducements. The city can reimburse business owners up to \$25,000 for exterior improvements and neon signage through the Visual Improvement Program (VIP). The VIP requires matching funds from the business.

In the Fremont East Entertainment District, you'll be keeping good company with popular downtown venues such as The Beat Coffeehouse, Beauty Bar, Donut Bar, Downtown Cocktail Room, The Griffin, Le' Thai, the Vanguard Lounge and more in the planning and construction stages.